汽车装饰纹理趋势

Auto Decorative Texture Trends

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进入纹理趋势导向之前……

Before entering texture trends ...

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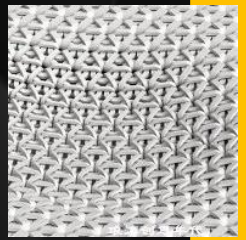

MAINSTREAM

AUTO DECORATIVE TEXTURE

目前主流汽车装饰纹理

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WEAVING TEXTURE

1

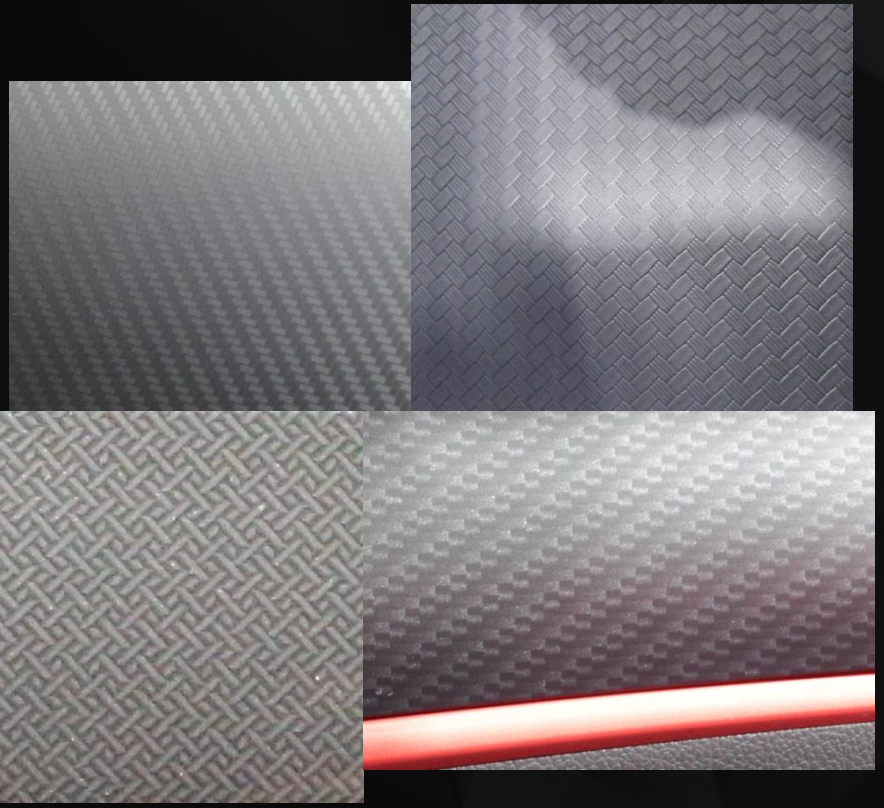
Delicate matte

编织纹理•精致哑光

利用不同工艺来呈现编织的视觉感，高档质感独特编织纹路，光泽暗哑，低调内敛，不失时尚感
适用车型：中小型SUV/A/B/C级等

Using different techniques to present the visual sense of weaving, the high quality texture is unique to the weaving, the gloss is dark, the low profile is reserved,
Model: Small Medium A.B.C .etc

BMW 4Series
Buick Veranon GS
Luxgen new six
VW new lavida



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WEAVING TEXTURE

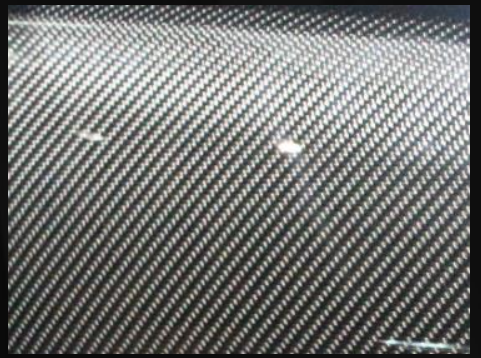
Delicate light

编织纹理•精致光感

利用不同工艺来呈现编织的视觉感，呈现钻石镜面的交相辉映，形成光影编织，呈现奢华暗纹，提升整车豪华感
适用车型：B/D/SUV/跑车等偏时尚、大型的车型

Using different techniques to present the visual sense of weaving, the mirror image of the diamond is reflected, and the light and shadow weaving is formed, and the luxurious and dark lines are presented, which increases the luxury of the car
Applicable car: B/D/SUV/sports car, etc

Baic Group BJ20
BMW M6
Cidillac CT6
Volkswagen Lamando
Audi S7



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BMW X4
Borgward BX5
Volkswagen Touran

3

线性纹理 texture LINEAR

Linear texture reflects the exquisite texture

线性纹理利用简单的元素在汽车内饰中作饰，细腻线性穿梭，不但简洁也能体现出精致的品质感
适用车型：A/B级/SUV 等

Linear texture USES simple elements in the interior of the car to act as the role of, the exquisite linear shuttle, not only concise also can reflect the exquisite quality feeling
Model: A/B class/SUV, etc

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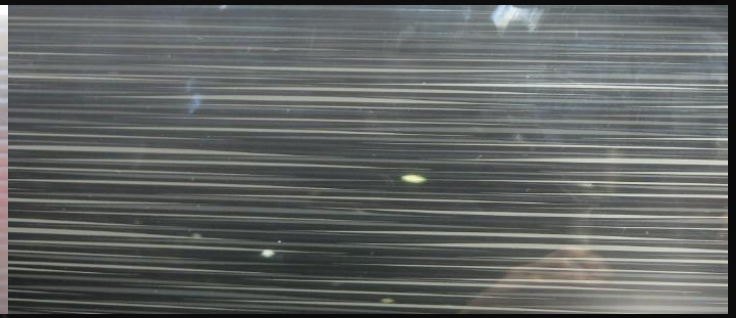
Audi A3 40
Lexus RX200
SKODA Kodiak



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线性纹理 texture LINEAR

Linear texture shows gradual motion

线性纹理利用简单的元素在汽车内饰中作饰，简短线性断断续续排列，
给人于时尚、动感、速度
适用车型：B/C/D级,城市SUV等

Fashion, Movement, speed
Model: B/C/D, city SUV, etc

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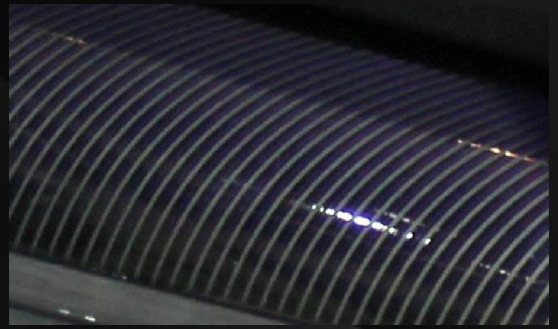
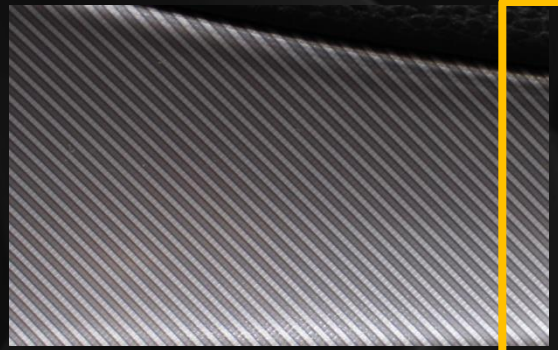
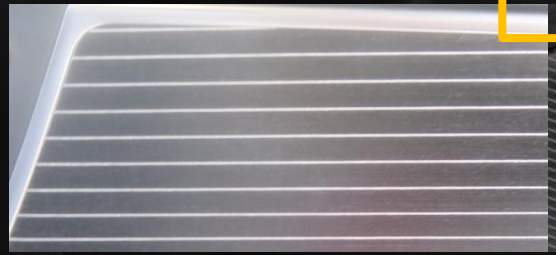




MINI COUNTRYMAN
Alfa romeo
Audio Q7
Audio SQ5
Hyundai sonata



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线性纹理 texture LINEAR

Linear texture shows clear geometry

线性纹理中当线成等距密集排列时 ， 体现出理性商务气息，但也不失时尚感
适用于车型推荐：B/C级,城市SUV等

In linear grain, when the line is in an equal distance, it reflects the sense of business, but also the sense of fashion
B/C, city SUV, etc

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Buick Lacrosse
Lexus G250

6

线性纹理 texture LINEAR

Linear texture shows gradual motion

线性元素以曲线流畅的形态出现时给人以优雅品质感
适用于车型：B/C/D级,中大型SUV、MPV等

Fashion, Elegant quality sense
Suitable for: B/C/D, medium large SUV, MPV etc

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GEOMETRIC
simple

几何纹理 • 简约

具有趣味感及科技感的几何形态，以巧妙的排列形式出现在整车内饰中，体现出一种巧妙的科技感
适用车型：A/B级,中小型SUV

The geometrical form has the sense of interest science and technology, appears in the whole car interior decoration in clever arrangement form, reflect a kind of clever technical sense
Model: A/B, small and medium sized suvs

DS6
Chevrolet Malibu
Nissan TEANA
Infiniti Q50
Volkswagen Gran Lavida

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GEOMETRIC

Simple and orderly

几何纹理 • 简单有序

具有科技感的几何形态，四边形等几何元素有序的排列在整车内饰中，简单规则具有秩序感来提升整车内饰的理性与品质，不失时尚科技感
适用车型：B/C/D级,中型SUV等

Geometric texture reflects simple rules
Fashion and High tech
Applicable car: B/C/D, medium SUV, etc

BMW 540i
Mercedes Benz
Volkswagen Gran Lavida
BMW 3series
Landrover Evoque

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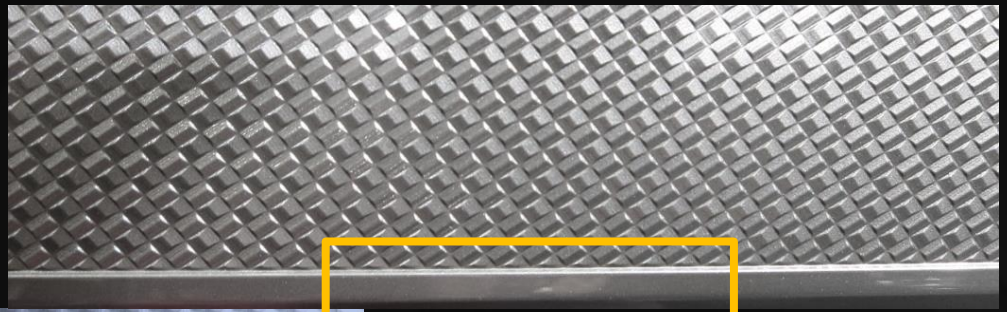
GEOMETRIC

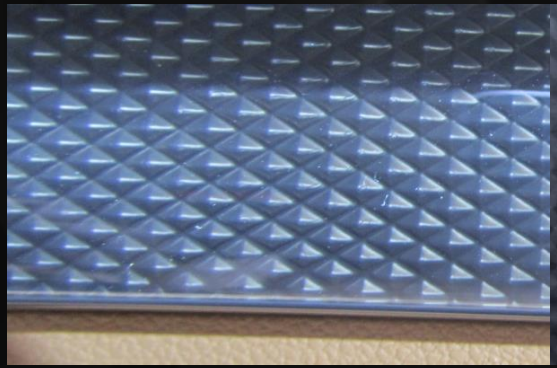
Geometric Texture reflects 3D

几何纹理 • 3D感

随着科技的进步，越来越多的呈现三维立体的纹理广受欢迎，纹理的视觉冲击更加大胆立体，提升整车时尚、科技感
适用于车型推荐：A/B/C级,中、中大型SUV

With the progress of science and technology, more and more popular three-dimensional texture, texture visual impact of the bolder stereo, improve vehicle fashion, science and technology
A/B/C, medium and medium large SUV





KIA KX3
NISSAN Bluebird
Volkswagen Sagitai

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GEOMETRIC

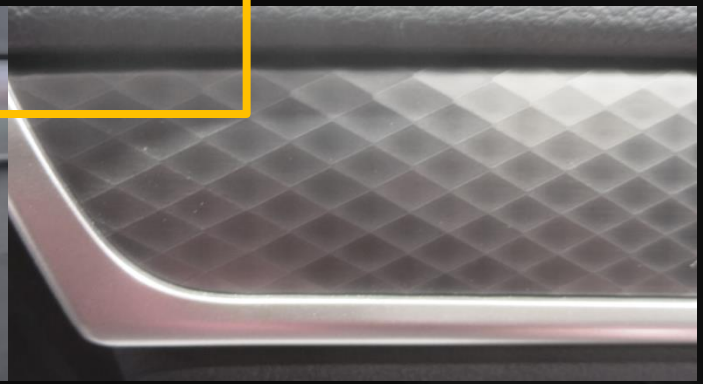
Geometric Texture reflects 3D sunken

几何纹理 • 3D反凹感

近些年，还有一类3D纹理在手法上做反凹的改变，使纹理呈现别具一格，同时也体现一种科技感
适用于车型推荐：B/C级,城市SUV

In recent years, there has also been a new type of 3D texture that has been used to make anti-concave changes in the way of the technique, making the texture unique and a sense of technology
B/C, city SUV

LEXUS GS
NISSAN Sima



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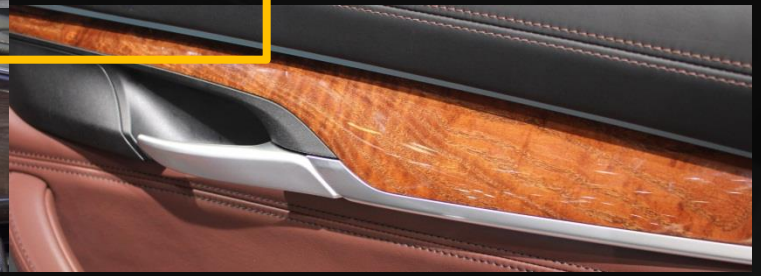
BMW X5
BMW X6
Buick Verano
Cadillac XT5



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自然纹理 texture NATURAL

Natural texture reflects delicate light

真木纹的纹理配以精致高光的效果，体现整车的高档奢华
适用车型:B/C/D级、中型、中大型SUV/MPV等

real wood grain is mixed with the effect of exquisite high light, reflect the high-grade luxury of whole car
Applicable car: B/C/D, medium, medium large SUV/MPV etc

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自然纹理 texture NATURAL

Natural texture reflects matte texture

随着科技的进步，自然朴实的自然纹路呈现在汽车装饰内饰中，起到了给人以回归自然的舒适、复古感
适用车型:C/D/E级,中型、中大型SUV/MPV等

Natural grain of is presented in the interior decoration of car decoration, which gives the person the comfort and the sense of restoring ancient ways to return to nature
Model: C/D/E, medium, medium large SUV/MPV etc

BMW I5
Benz C300
Volkswagen TERAMOT

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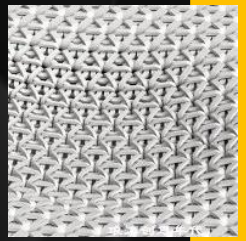

FUTURE TRENDS

AUTO DECORATE TEXTURE

汽车装饰纹理未来趋势

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CHANGAN CONCEPT
Buick NEW GL8
Cidillac 28T

1 GEOMETRIC

Gradual motion

几何纹理 • 渐变动感

几何元素结合现代感较强的渐变、3d、等多变的形式变化，来提升整车的动感和品质，同时增加趣味感

Gradient 3D Textures, changeable form and lines, to improve the movement feeling and quality, much more interesting.

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2

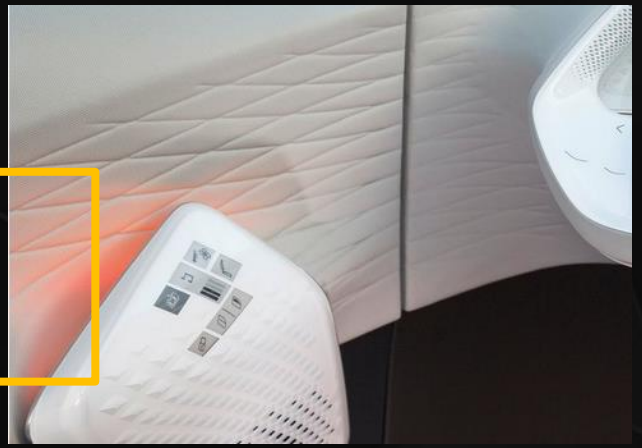
GEOMETRIC

几何纹理 • 参数化 Parametric Design

Geometric texture attached to the headlight structure

随着科技的进步，参数化设计引入潮流，将纹理按照不同的结构面上进行完美交融，比已往的纹理更加具有科技时尚感

With the progress of science and technology, parametric design is introduced into trend, will be perfect according to the different structure surface texture, texture is more fashion sense of science and technology than past



INFINITI QX50 Concept

Volkswagen ID Concept